



WEWS

# ORDER

Print Date 09/10/12

Page 1 of 4

Flight Dates **09/12/12-09/23/12**

Contract / Revision      **310456 /**

Original Date / Revision  
09/07/12    09/10/12

Advertiser **AFSCME**

Agency    **Adelstein Liston**

Buying Contact

**222 W Ontario Street - Suite #503  
Chicago, IL 60610**

Product

**AFSCME on behalf of OH-16 TV 9.1**

Agency Com    15%

Billing Contact

**222 W Ontario Street - Suite #503  
Chicago, IL 60610**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:30:00

Estimate #      **3220**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share 100% Market Value 168050

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	115	\$142,842.50	\$168,050.00	0.00
<b>Totals</b>	<b>115</b>	<b>\$142,842.50</b>	<b>\$168,050.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/23/12	115	\$142,842.50	\$168,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/12/12	09/23/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$650.00	P-1	0.00	NM	9	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					2	\$650.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					7	\$650.00		0.00			
N 2	WEWS	09/12/12	09/23/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	10	\$8,500.00



**WEWS**

Print Date: 09/10/12

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Contract / Revision      **310456**      Flight Dates **09/12/12-09/23/12**

Hiatus Dates

Original Date / Revision    09/07/12/    09/10/12

Order Sep    00:30:00

Advertiser    **AFSCME**

Product **AFSCME on behalf of OH-16**

Estimate #    **3220**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/12/12	09/23/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$850.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					7	\$850.00		0.00			
N 3	WEWS	09/12/12	09/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$850.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					5	\$850.00		0.00			
N 4	WEWS	09/12/12	09/23/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$650.00		0.00			
Week:		09/17/12	09/23/12	-----S-					1	\$650.00		0.00			
N 5	WEWS	09/12/12	09/23/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$650.00		0.00			
Week:		09/17/12	09/23/12	-----S					1	\$650.00		0.00			
N 6	WEWS	09/12/12	09/23/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$1,000.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					3	\$1,000.00		0.00			
N 7	WEWS	09/12/12	09/23/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					1	\$900.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					3	\$900.00		0.00			
N 8	WEWS	09/12/12	09/23/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					1	\$1,400.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					4	\$1,400.00		0.00			
N 9	WEWS	09/12/12	09/23/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,800.00	P-1	0.00	NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$1,800.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					5	\$1,800.00		0.00			
N 10	WEWS	09/12/12	09/23/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$3,000.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 11	WEWS	09/12/12	09/23/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$3,000.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 12	WEWS	09/17/12	09/17/12	ABC Monday Prime Monday 8-11p	CM	Monday 8-11p	M-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00



WEWS

Print Date: 09/10/12

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Contract / Revision **310456** Flight Dates **09/12/12-09/23/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/10/12

Order Sep 00:30:00

Advertiser **AFSCME**Product **AFSCME on behalf of OH-16** Estimate # **3220**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	09/17/12	09/17/12	ABC Monday Prime Monday 8-11p	CM	Monday 8-11p	M-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1				\$4,000.00		0.00			
N 13	WEWS	09/12/12	09/23/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00			
Week:		09/17/12	09/23/12	--W----		1				\$7,000.00		0.00			
N 14	WEWS	09/12/12	09/23/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1				\$6,000.00		0.00			
Week:		09/17/12	09/23/12	----F--		1				\$6,000.00		0.00			
N 15	WEWS	09/12/12	09/23/12	Primetime Emmy Award Primetime Emmy Awards	CM	8-11p	-----S	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00			
Week:		09/17/12	09/23/12	-----S		1				\$16,000.00		0.00			
N 16	WEWS	09/12/12	09/23/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	6	\$2,400.00	P-1	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00			
Week:		09/17/12	09/23/12	MTWTF-S		6				\$2,400.00		0.00			
N 17	WEWS	09/12/12	09/23/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	--WTF--	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		1				\$2,400.00		0.00			
Week:		09/17/12	09/23/12	-----		0				\$0.00		0.00			
N 18	WEWS	09/12/12	09/23/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		2				\$1,200.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--		5				\$1,200.00		0.00			
N 19	WEWS	09/12/12	09/23/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		2				\$600.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--		5				\$600.00		0.00			
N 20	WEWS	09/12/12	09/23/12	SA CSI Miami 1135p-1202a SA CSI	CM	SA CSI	-----S-	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1				\$400.00		0.00			
Week:		09/17/12	09/23/12	-----S-		1				\$400.00		0.00			
N 21	WEWS	09/12/12	09/23/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$550.00		0.00			
Week:		09/17/12	09/23/12	-----S		1				\$550.00		0.00			
N 22	WEWS	09/12/12	09/23/12	SU 12a-1a CSI Miami Lat SU 12a-1a CSI	CM	SU 12a-1a CSI	-----S	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



**WEWS**

Print Date: 09/10/12

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Contract / Revision      **310456**      Flight Dates **09/12/12-09/23/12**

Hiatus Dates

Original Date / Revision    09/07/12/    09/10/12

Order Sep    00:30:00

Advertiser    **AFSCME**

Product **AFSCME on behalf of OH-16**

Estimate #    **3220**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N22	WEWS	09/12/12	09/23/12	SU 12a-1a CSI Miami La SU 12a-1a CSI	CM	SU 12a-1a CSI	-----S	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$400.00		0.00			
		Week: 09/17/12	09/23/12	-----S					1	\$400.00		0.00			
N23	WEWS	09/12/12	09/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$700.00	P-1	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$700.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					3	\$700.00		0.00			
N24	WEWS	09/12/12	09/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					3	\$700.00		0.00			
N25	WEWS	09/12/12	09/23/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					3	\$1,200.00		0.00			
N26	WEWS	09/12/12	09/23/12	M-F 12pm News M-F 12p News	CM	12-1p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					2	\$900.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					4	\$900.00		0.00			
N27	WEWS	09/12/12	09/23/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	1	\$5,500.00	P-1	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$5,500.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N28	WEWS	09/12/12	09/23/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$1,100.00		0.00			
N29	WEWS	09/12/12	09/23/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					1	\$1,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N30	WEWS	09/12/12	09/23/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					1	\$200.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
<b>Totals</b>														<b>115</b>	<b>\$168,050.00</b>